

Office of the Secretary,
Federal Communications Commission
1919 M St. NW
Washington DC 20554

CABLE SERVICES BUREAU

MAR 10 10 26 AM '97

RECEIVED

CS Docket No. 97-55

DOMESTIC ORIGINAL

2/20/97

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Robert & Ann Meeks
25 Cedar Court #1110
Ogden Dunes, IN 46368

No. of Copies rec'd
List ABCDE

February 26, 1997

MAR 7 1997

RECEIVED

RECEIVED

MAR 10 10 25 AM '97

CABLE SERVICES BUREAU

Office of the Secretary
Federal Communications
1919 M St, NW
Washington, D.C. 20554

"CS Docket No. 97-55"

We are glad to see some efforts being made to help parents monitor television viewing with the new rating system being implemented by the television industry. However, we are disappointed to see that because the ratings are being applied by those who produce the programs these ratings are not being taken seriously so as to help parents.

It is our belief that the best way to help parents with these ratings is to use those which are content-based. In this way we parents can truly know just what is contained in the program and we can make more informed viewing choices for our children.

Sincerely,

Mr. and Mrs. Robert Berghorst
Mr. and Mrs. Robert Berghorst
7070 Rolling Hills Drive
Hudsonville, MI 49426

Office of the Secretary,
Federal Communications Commission
1919 M St. NW
Washington DC 20554

CABLE SERVICES BUREAU

MAR 7 - 1997

MAR 10 10 26 AM '97

REC'D 2/20/97

RECEIVED
CS Docket No. 97-55

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Rob & Natalie Houchens
10421 Whippoorwill Court
Granger, IN 46530

cc: 11/1/97 rec'd
C. L. Houchens

CS 97-55

FCC MAIL ROOM

MAR 7 1997

3524 Ridge Line Dr
San Bernardino, CA 92407

Office of the Secretary
Federal Communications Commission

The new T.V. ratings are very confusing as there is no consistent standard. Please consider an independent board that would rate T.V. shows according to content, whether they have sex, violence or whatever.

Sincerely,
Martha Elwell

3-4-97

TOWNSHIP CONCERN AT FCC: CS97-55
MAR 7 1997

I am a concerned individual regarding the T.V. Rating system.

I firmly believe ratings should be determined by content NOT just age. Sex-violence & offensive language should be eliminated from your viewing audience. We should not have to tolerate things obscene & offensive - At least give us an opportunity to choose - The rating system altered to "ratings by content" will allow us to choose to turn it off. Many children do not know what is good for them & what isn't; therefore they just keep seeing & listening - then act it out in their own lives without even realizing how they were affected by it.

CS Docket NO. 97-55

DOCKET FILE COPY 000000

Sincerely,
Mr + Mrs Ray Davis
4602 Baybrook DR
St Louis MO 63123
(314) 638-9292

1597-55

LOCKET FILE

Dear Sirs:

March 2, 1997

I wish to comment
on the TV ratings system

Please make a new
system that is done

by an independent
ratings company.

It makes more

sense to have
shows rated by those
who do not produce
them. Thank S

DAVID TIZEIKER

No. of Copies rec'd
List ABCDE

CS97-55

RECEIVED

2114 Woods Chapel Rd.
New Market, VA.
22844

MAR 7 1997

February 26, 1997

Federal Communications Commission
Mass Media Bureau
Enforcement Division
Complaints & Investigations Branch
1919 M Street N.W.
Washington, DC 20554

DOCKET # 97-000001

Dear Sir:

I am very happy to note that on TV programming we now have ratings. I am really concerned though that the ratings are shown for such a short time and does not give the viewer ample time to see it. If a person just happens to be out of the room at that particular time, they miss it and they do not get the benefit of the rating guide. Is it possible that this rating guide be shown more frequently during the program?

Concerns like this may improve the violent atmosphere of programming. I have sent letters to the three major networks concerning this subject.

I would appreciate your reply concerning this.

Sincerely,

Yolanda Janoska
Yolanda Janoska

No. of Copies rec'd _____
List ABCDE